

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Human Resources	(2) MEETING DATE 3/6/2012	(3) CONTACT/PHONE Ken Tasseff (805) 781-5974	
(4) SUBJECT Request to approve a new Social Media Policy governing the work related use of social media by County employees.			
(5) RECOMMENDED ACTION It is recommended that the Board approve the attached Social Media Policy.			
(6) FUNDING SOURCE(S) N/A	(7) CURRENT YEAR FINANCIAL IMPACT N/A	(8) ANNUAL FINANCIAL IMPACT N/A	(9) BUDGETED? N/A
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation (Time Est. _____) <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A		(12) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(13) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(14) W-9 <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
(15) LOCATION MAP N/A	(16) BUSINESS IMPACT STATEMENT? No	(17) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____	
(18) ADMINISTRATIVE OFFICE REVIEW 			
(19) SUPERVISOR DISTRICT(S) All Districts -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Ken Tasseff, Personnel Analyst

DATE: 3/6/2012

SUBJECT: Request to approve a new Social Media Policy governing the work related use of social media by County employees.

RECOMMENDATION

It is recommended that the Board approve the attached Social Media Policy.

DISCUSSION

Over the past five years, the use of social media as an effective method to communicate has proliferated. Services such as Twitter, Facebook, YouTube and LinkedIn enable interactive and highly accessible communication. These and other forms of social media present a unique opportunity for county departments to connect with the public. These channels increase County and department responsiveness, improve information sharing, and facilitate greater public interaction with local government. However, along with these benefits, department heads and employees should also be aware of the risks involved.

Currently, several County departments including Clerk Recorder, Planning and Building and Public Works use social media as a channel to communicate with the public. This proposed Social Media Policy sets forth technical standards as well as standards of conduct for employees and others using social media on the County's behalf. Adoption of this policy will result in clear direction to departments regarding the use of social media on behalf of the County, and will help to ensure that the use of social media is consistent with the County's mission and organizational values.

Other Agency Involvement/Impact

Both the E-Gov Steering Committee and the Information Technology Executive Steering Committee have reviewed and approved this policy. County Counsel has reviewed the policy and provided comment.

Financial Considerations

There is no financial impact associated with this item.

Results

Approval of this policy will contribute to a well governed community by providing clear direction to departments regarding the use of social media and supporting conduct that is consistent with the County's mission and organizational values.

ATTACHMENTS

1. Social Media Policy